

November 12, 2024

The Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001
BSE SCRIP Code: 543425

The Listing Department
National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex, Bandra (East)
Mumbai 400 051
NSE Symbol: MAPMYINDIA

Subject: Submission of revised Investor Presentation for Q2 & H1 FY2025 Results.
Ref.: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir / Madam,

Please find attached herewith revised Investor Presentation for Q2 & H1 FY2025 Results.

Kindly acknowledge the receipt of the same.

Thanking you.

Yours faithfully,
For C.E. Info Systems Limited

Saurabh Surendra Somani
Company Secretary & Compliance Officer

Encl:
Investor Presentation

November 12, 2024

The Listing Department
BSE Limited
 Phiroze Jeejeebhoy Towers
 Dalal Street
 Mumbai 400 001
 BSE SCRIP Code: 543425

The Listing Department
National Stock Exchange of India Limited
 Exchange Plaza
 Bandra Kurla Complex, Bandra (East)
 Mumbai 400 051
 NSE Symbol: MAPMYINDIA

Subject: Corrigendum pertaining to Outcome, Press Release and Investor Presentation

Dear Madam / Sir,

This is to inform you that with reference to the Outcome of Board Meeting held on 8th November, 2024, Press Release and Investor Presentation submitted on 8th November, 2024, kindly read the revised information as below:

Sr. No.	Information submitted with Stock Exchanges	Corrigendum to information submitted with Stock Exchanges
1.	Incorporation of a Joint Venture (JV) Company in Indonesia between the Company and Hyundai AutoEver (wholly owned subsidiary of Hyundai Motor Company), Korea	Incorporation of a Joint Venture (JV) Company in Indonesia between the Company and Hyundai AutoEver Corporation
2.	The company shall acquire stake of 40% in the proposed JV for USD 4 Million by way of subscribing to 65,708 Common Shares and the JV partner shall acquire stake of 60% in the proposed JV for USD 6 Million by way of subscribing to 98,562 Common Shares.	The company shall acquire stake of 40% in the proposed JV for IDR 65,708,000,000 by way of subscribing to 65,708 Common Shares and the JV partner shall acquire stake of 60% in the proposed JV for IDR 98,562,000,000 by way of subscribing to 98,562 Common Shares.

We request you to kindly take the above information on your record.

Thanking you.

Yours faithfully,
For C.E. Info Systems Limited

Saurabh Surendra Somani
Company Secretary & Compliance Officer

C.E. INFO SYSTEMS LIMITED

(Previously known as C.E. Info Systems Pvt Ltd)

MapmyIndia

C.E. Info Systems Ltd

Investor Presentation
Q2 & H1FY2025

Q2 & H1FY2025

Performance

Management Commentary

Consolidated Financial Highlights (Q2FY25 & H1FY25)

Consolidated PnL Highlights

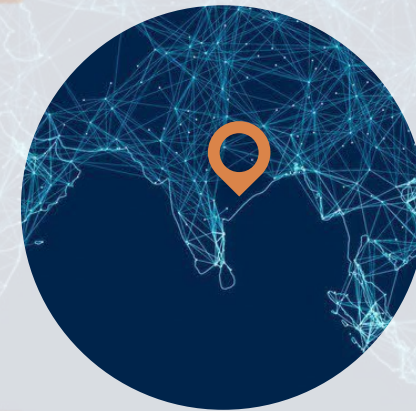
Segmental Revenue by Product: Map-led and IoT-led

Segmental Revenue by Markets: A&M and C&E

Consolidated Balance Sheet Highlights

Foray into International Markets

Shareholding Pattern



Management Commentary



“MapmyIndia has received official board approval to establish a joint venture with Hyundai AutoEver Corporation. MapmyIndia will hold a 40% stake with a capital investment of IDR 65,708,000,000. The joint venture, named PT Terra Link Technologies, will be based in Indonesia and will concentrate on providing map-based solutions for automotive OEMs and other businesses across Southeast Asia. Estimated Revenue of JV would be to the tune of USD multimillion over the next 5 years with order booking and revenue commencing from FY26 itself. This JV will also benefit current customers of MapmyIndia.

Our Q2 FY25 revenue from operations increased to Rs 104 crore, a 14% YoY growth and the first half of FY25 (H1 FY25) saw a revenue growing to Rs. 205 crore as against Rs. 181 crores in H1 FY24. EBITDA for H1 FY25 reached ₹80 crore, yielding a margin of 39.1%, compared to ₹78 crore and a margin of 43.2% in H1 FY24. EBITDA for Q2 FY25 was ₹37.5 crore, yielding a margin of 36.1%, compared to ₹40.5 crore and a margin of 44.5% in Q2 FY24. Decrease in margin is primarily due to investing on a continuous basis during the last four quarters in consumer business for the future growth and these investments are booked as expenses. Downloads of the Mappls App surged from 10 million in H1FY24 to 25 million in H1FY25.

Our Profit After Tax (PAT) for H1 FY25 rose to ₹66 crore, compared to ₹65 crore in H1 FY24. Our IoT-led EBITDA margin improved significantly, rising from 7% to 14% during the same period. We are on track for achieving our goals of FY 27-28.

- Rakesh Verma, CMD



*“The overall market we serve faced challenges in Q2 FY25, but we managed to perform reasonably well thanks to our open orders and strong teamwork. In **H1 FY25**, our Automotive & Mobility Tech (A&M) revenue rose by 19.3% YoY, while our Consumer Tech & Enterprise Digital Transformation (C&E) revenue grew by 8.2%. Specifically, in **Q2 FY25**, A&M revenue increased by 27% to INR 60.9 Cr YoY, while C&E revenue remained steady at INR 42.7 cr.*

With our efforts during past many quarters, we finally could enter the international market with a significant win of PT Terra Link Technologies in the South East Asian region for map solutions.

We successfully acquired new customers and deepened our relationships with existing clients through upselling and cross-selling. This included significant wins and go-lives across various sectors, including automotive, fleet management, tech startups, traditional corporations, government entities and defence. Our diverse range of solutions saw increased adoption, such as our ADAS and EV Mobility stack, video telematics for fleets, APIs and SDKs for app developers and enterprises, and geospatial solutions like 3D digital twin mapping.

Additionally, the adoption of our consumer products continues to rise steadily.”

- Sapna Ahuja, COO

Consolidated Financial Highlights (Q2FY25)

Q2FY25 YoY Revenue grew 13.8% and H1FY25 YoY Revenue grew 13.7% H1FY25 YoY PAT grew 1.8% from Rs. 65.1 crore to Rs. 66.2 crore

INR Crores, unless otherwise mentioned	Q2FY25	Q2FY24	YoY Growth	H1FY25	H1FY24	YoY Growth
Total Income	113.6	99.1	14.6%	225.2	196.8	14.4%
Revenue from Operations	103.7	91.1	13.8%	205.2	180.5	13.7%
EBITDA	37.5	40.5	-7.5%	80.2	78.0	3.0%
EBITDA Margin (%)¹	36.1%	44.5%		39.1%	43.2%	
PAT	30.4	33.1	-8.3%	66.2	65.1	1.8%
PAT Margin (%)²	26.7%	33.4%		29.4%	33.1%	
Cash & cash equivalents (including financial instruments)	565.5	517.9		565.1	517.9	

Revenue & profitability growth:

Q2FY25 YoY Revenue grew 13.8% and H1FY25 YoY Revenue grew 13.7%. H1FY25 YoY PAT grew 1.8% from Rs. 65.1 crore to Rs. 66.2 crore.

Margin analysis:

Marketing expenses went up by an incremental INR 2.3 crores and Cloud infrastructure costs increased by INR 1.3 crores QoQ to support consumer mapps brand reach resulting in increased downloads to 25 mn+ mapps app users at the end of Q2FY25.

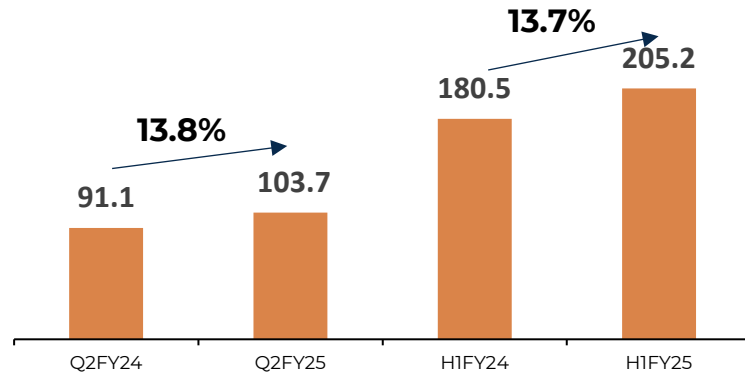
Cost of material went up qoq primarily driven by IoT hardware material going up as the IoT business picked up in q2.

While EBITDA increased from Rs. 78 Crores to Rs. 80.2 crores in H1FY25, EBITDA margin declined from 43.2% to 39.1%. We have been investing on a continuous basis during the last four quarters in consumer business for the future growth and these investments are *primarily* booked as expenses and hence the decline in margin.

Consolidated P&L Highlights

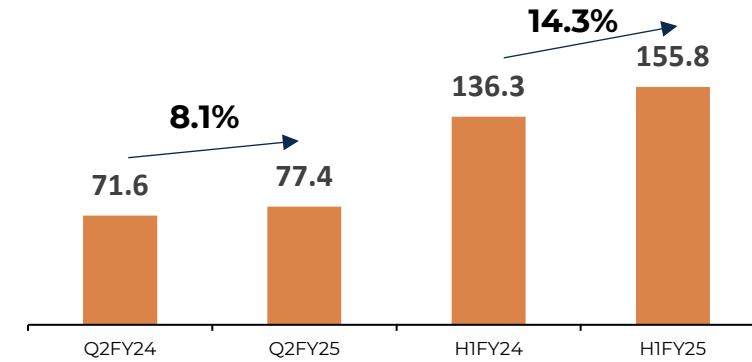
Revenue, Contribution Profit, EBITDA & PAT continued to grow year to date

Revenue from Operations

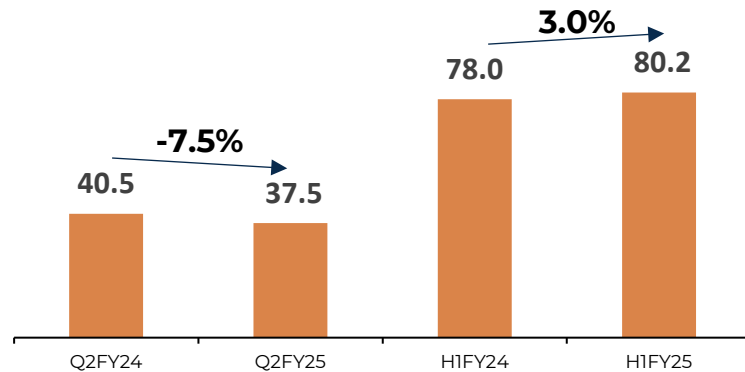


Contribution Profit

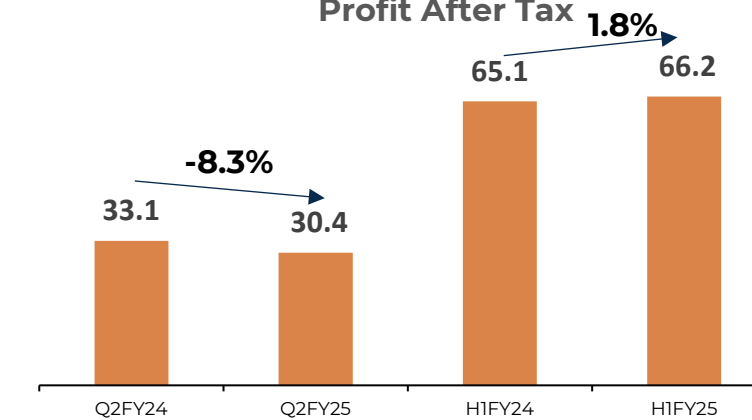
(All figures in INR Crores)



EBITDA



Profit After Tax



Product wise Highlights: Map-led and IoT-led

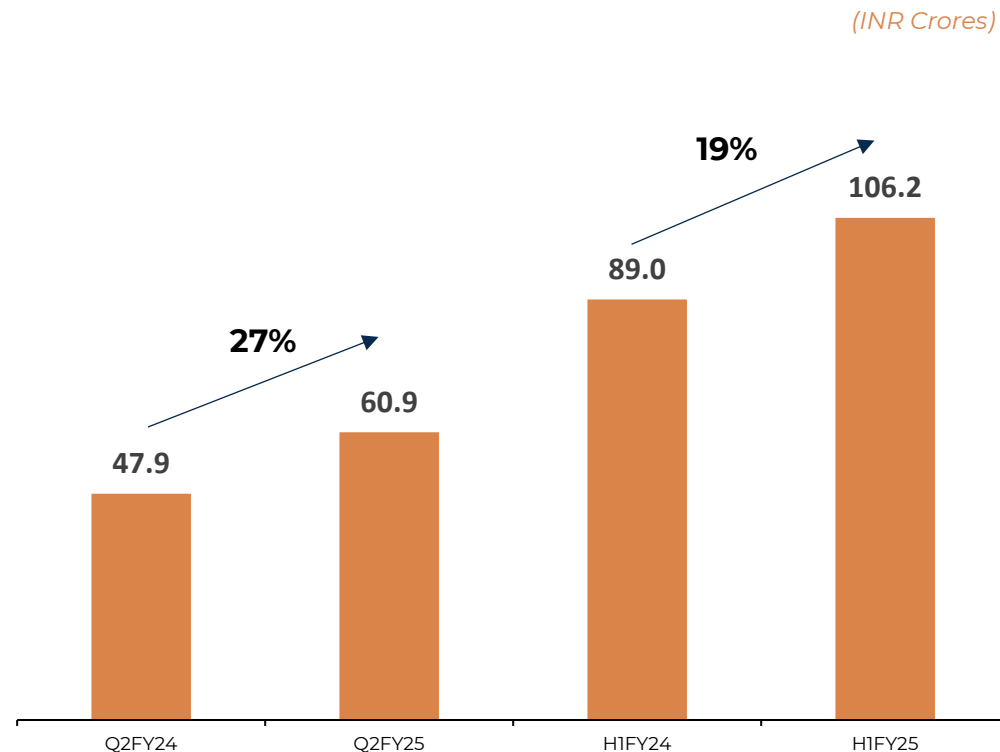
<i>INR Crores, unless otherwise mentioned</i>	Map-led H1FY25	Map-led H1FY24	IoT-led H1FY25	IoT-led H1FY24	Map-led Q2FY25	Map-led Q2FY24	IoT-led Q2FY25	IoT-led Q2FY24
Revenue from Operations	151.1	135.2	54.0	45.3	73.2	68.6	30.5	22.5
Sale of Devices	-	-	26.0	30.0	-	-	17.1	14.9
Sale of Map data & services*	151.1	135.2	28.0	15.3	73.2	68.6	13.4	7.6
EBITDA	72.7	74.7	7.5	3.2	33.6	38.7	3.8	1.8
EBITDA Margin (%)	48.1%	55.3%	13.9%	7.1%	46.0%	56.4%	12.5%	8.2%

- Map-led revenue grew by 12% to INR 151.1 Cr in H1FY25 as against INR 135.2 Cr in H1FY24 while IoT led revenue increased by 19% to INR 54.0 Cr from INR 45.3 Cr in H1 FY24.
- Map-led margins for the quarter were impacted by the increased spending for the consumer business and technical outsourcing for supporting future revenue growth.
- Overall IoT-led revenue grew by 36 % YoY for Q2FY25, driven by healthy growth in devices sold and rented and high adoption by customers.
- IoT-led margins improved from 8.2% to 12.5% during the quarter due to increase in SaaS revenue contribution increasing from 34% to 44% plus increasing scale of business.

Note – *includes royalty, annuity, subscription, software and products called MaaS, PaaS, SaaS

Market-wise Revenue – A&M

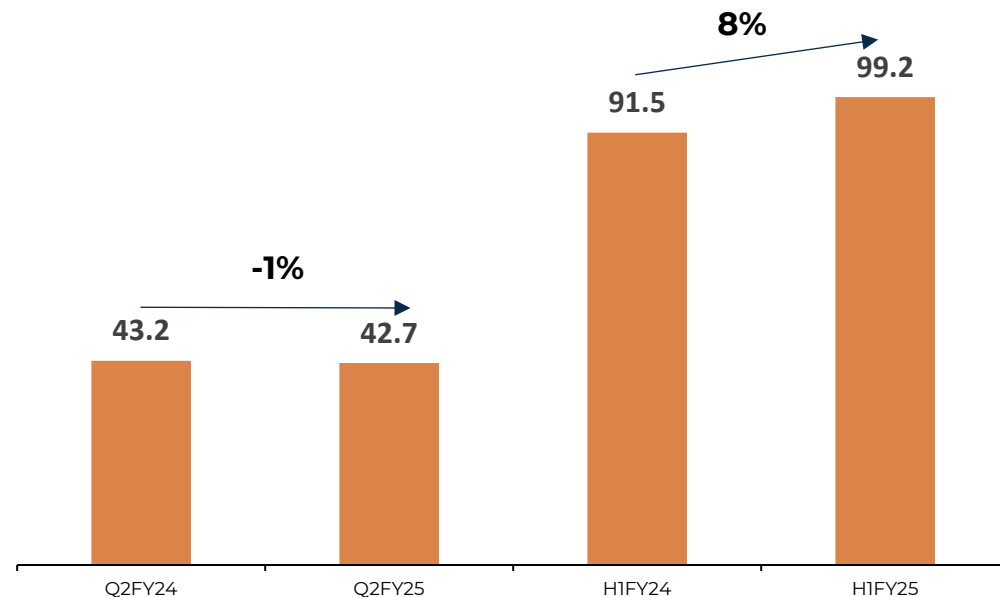
MARKET SEGMENT – A&M¹



- A&M (Automotive & Mobility Tech) business grew at 27% during Q2FY25 on a YoY basis, driven by new vehicles volume growth surging ahead of industry volume growth.
- **Major win to deliver first international map** - Map of Indonesia to PT TerraLink (JV between MapmyIndia and Hyundai AutoEver Corporation)
- New wins across 2W, 4W and Commercial vehicle OEM for domestic market.
- Major Go-lives include Hyundai Alcazar, Hyundai Creta, Kia Carnival, EV9, Mahindra Thar RoXX, Mahindra 3X0, Ather Rizta, JCB (utility vehicle)
- Major Fleet wins include monitoring of fleet for an electronics major, rake tracking for a cement company, Video telematics solution for Auto carriers and transportation of heavy equipment and continuous expansion of School bus system deployments across many leading schools.
- Go-live of Maharashtra state AIS-140 back-end for all commercial use vehicle for safety and emergency response system.

Market-wise Revenue – C&E

MARKET SEGMENT – C&E¹



- The overall market we serve faced challenges in Q2 FY25, but we managed to perform reasonably well despite the lumpy nature of the business.
- Multiple wins in the E-Commerce, QSR, Delivery & Mobility space for APIs for use cases such as location-based app, personalization and accurate address capture for delivery efficiency;
- Wins in the Pharma and Retail Sectors for Analytics Use cases such as business expansion planning, retail strategy, workforce automation, customer location analytics;
- Wins in BFSI sector to automate finance processes like KYC, loan sanctions, collections, credit assessment etc.;
- Key government wins include Transit and route mapping to support metro rail for a capital city, geo-enabled aquifer mapping information system, GIS for Clean Ganga Mission and Land records modernisation for a state. Further wins include usecases like storm water drainage modelling, mail vehicle monitoring, and property tax management for a tier 1 city.

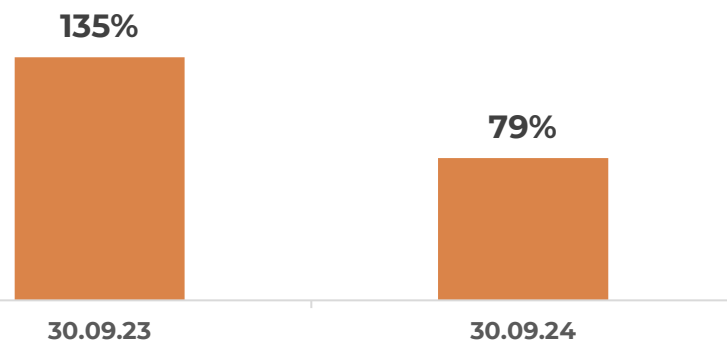
Consolidated Balance Sheet Highlights

(All figures in INR Crores)

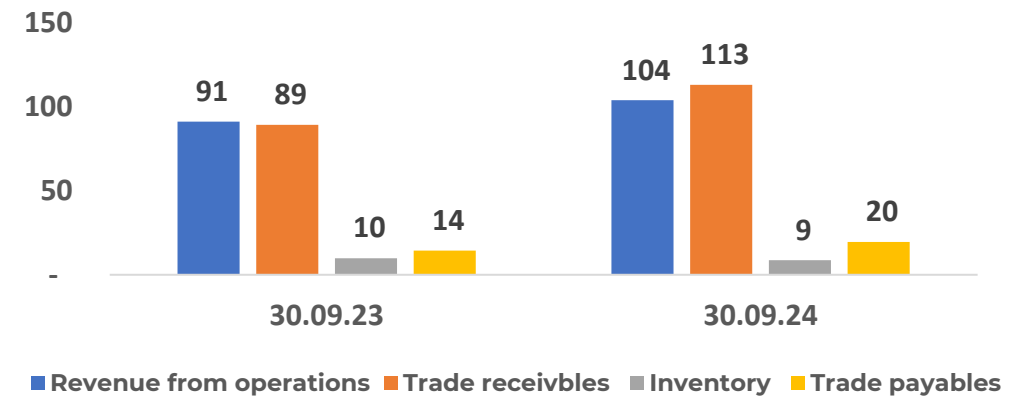
Cash and Cash Equivalents (incl financial instruments)



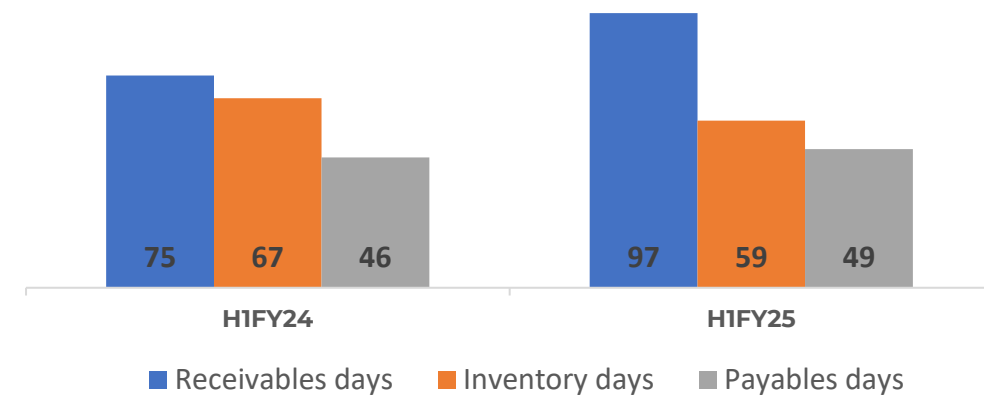
Return on Capital Employed (ex-cash)



Revenue from operations V/s trade receivables, Inventory and trade payables



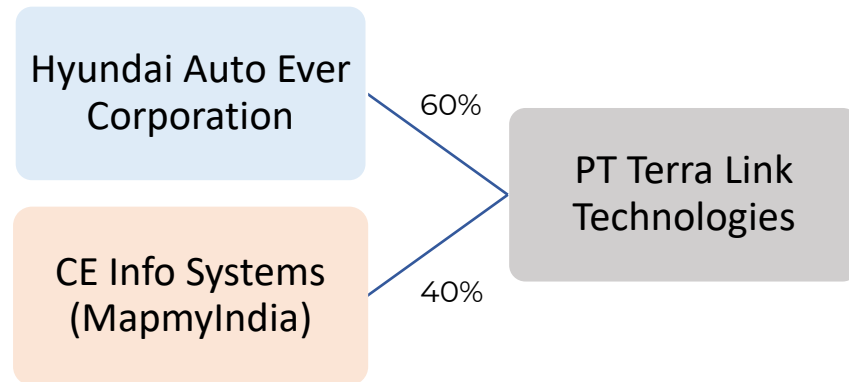
Cash Conversion Cycle



Foray into international market

MapmyIndia enters into a JV in Indonesia with Hyundai AutoEver Corporation with an objective to expand its business outside of India.

JV Structure



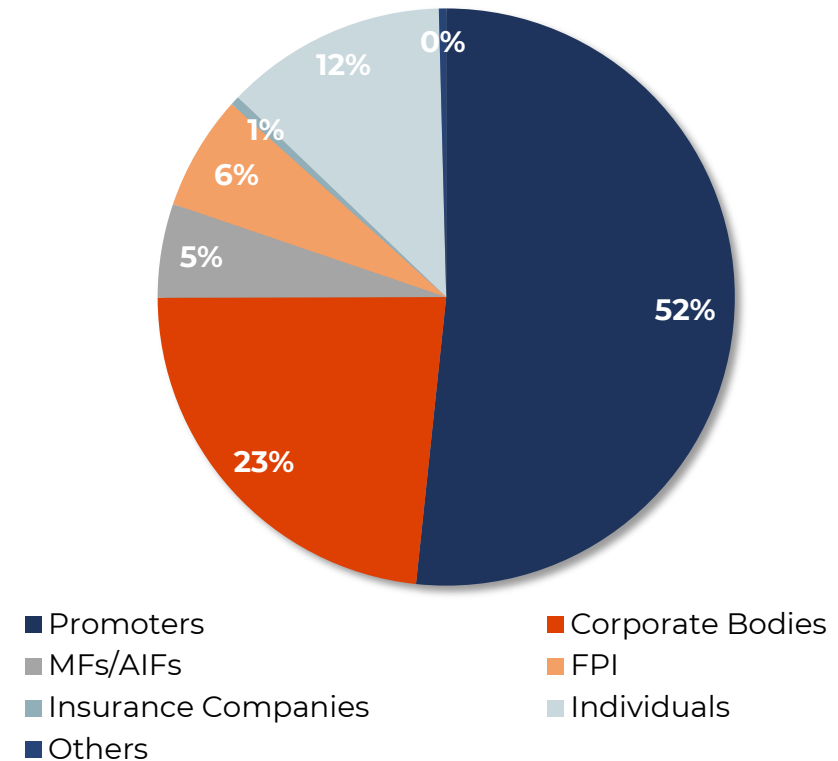
- Structure: MMI and HAE will invest and do the map business
- Investment amount: IDR 164,270,000,000 (IDR 98,562,000,000 from HAE and IDR 65,708,000,000 from MMI)
- Initial focus: South East Asian countries followed by Middle East and Africa region

Business Potential

- Estimated Revenue of JV would be to the tune of USD multimillion over the next 5 years with order booking and revenue commencing from FY26 itself.
- Revenue for MapmyIndia will be services revenue as well as profit from JV
- Potential customers:
 - Captive Auto OEM: Hyundai, Kia
 - Potential international Auto and local Auto OEM operating in the regions
 - Mobility players
 - Enterprises

Shareholding Pattern

Top Non-Promoter Shareholders	% Holding
PhonePe Private Limited	18.8%
Zenrin Co. Ltd	3.7%
Tata Mutual Fund – Tata Small Cap Fund	2.0%



Note: As on March 31, 2024

MapmyIndia

MAPPLS

About

MapmyIndia



Company Overview

India's leading provider of advanced digital maps, geospatial software & location-based IoT technologies serving B2B and B2B2C enterprise customers.

- **Market leadership** position in navigation and geospatial products and platforms
- **Early mover advantage** in digital mapping
- **Strong IPs** through proprietary and integrated technologies
- **Robust sustainable business model.**

#1

Provider of advanced digital maps and deep-tech in India

80%

Volume market share in Automotive OEMs with connected solutions¹

880+

Customers on SaaS, PaaS and MaaS platforms (FY23)

40%

Order Book CAGR over last 3 years

35%



















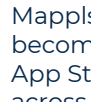
EBITDA CAGR over last 3 years

38%

Revenue CAGR over last 3 years

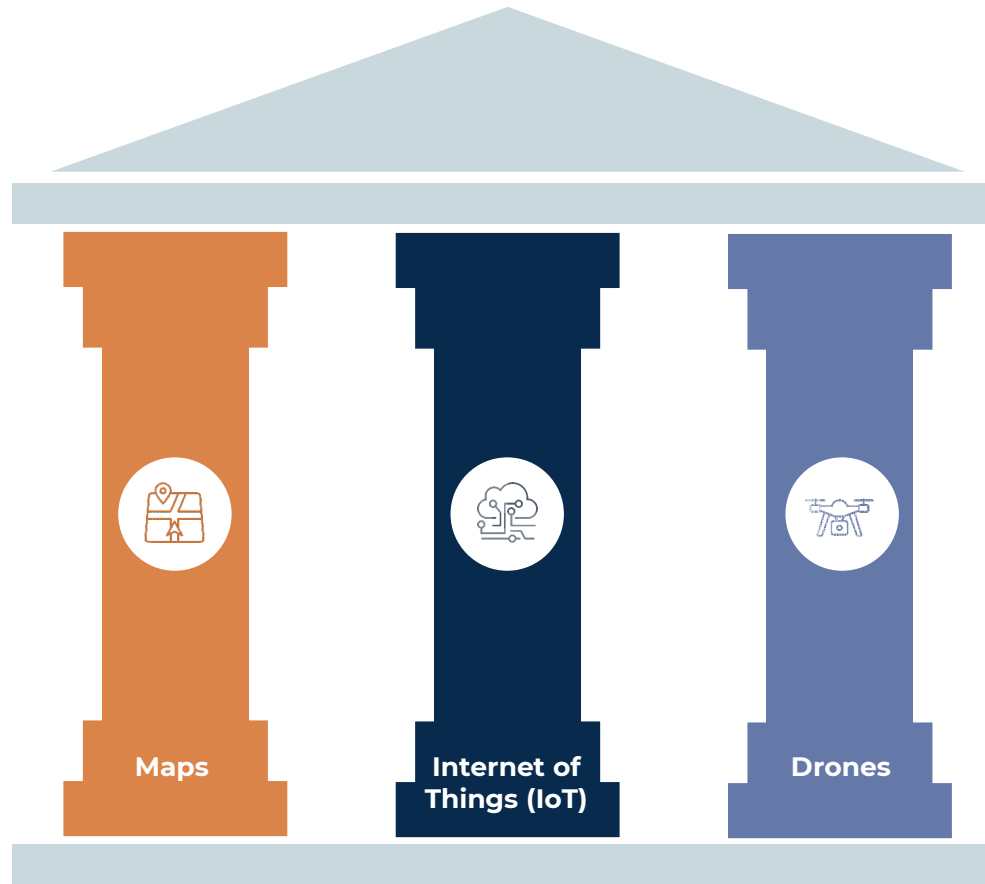


Our Journey So Far

1995-00	2001-10	2011-16	2017-19	2020-21	2022	2023-24
 <p>Company was founded</p>	 <p>Launched India's first internet mapping platform and portal, MapmyIndia.com (now called Mappls.com)</p>	 <p>Launched IoT (GPS-based telematics) platform</p>	 <p>Built AI-powered 4D HD Digital Map Twin of the Real World</p>	 <p>Launched real-time maps of Covid vaccine centres on Co-WIN</p>	 <p>Company goes public</p>	 <p>Launched Mappls Realview and Metaverse maps</p>
 <p>Built India's digital maps</p>	 <p>Launched pan-India GPS navigation system</p>	 <p>Launched map and location API Platform</p>	 <p>Launched nationwide unique digital address and location identity system - "eLoc" (now called Mappls Pin)</p>	 <p>Entered MoU¹ with ISRO²</p>	 <p>Mappls global platform released with integrated maps of 200+ countries</p>	 <p>Relaunch of Mappls IoT gadgets</p>
		 <p>Built transportation, logistics optimisation & workforce automation platforms</p>	 <p>Built N-CASE mobility suite for Digital Vehicle Transformation</p>	 <p>Gol announces geospatial guidelines</p>	 <p>Acquired and integrated Gtropy Systems Pvt. Ltd. to expand IoT business</p>	 <p>Mappls MapmyIndia, becomes No. 1 on App Store in India across all categories</p>
			<p>Launched geospatial analytics and GIS platform;</p>			

Note: 1) MOU - Memorandum of understanding; 2) ISRO - Indian Space Research Organization

Built on Three Pillars of Technology



Pioneers in digital mapping and have covered...

6.6Mn kms of roads ¹	99%+ of India's road network ¹	7.9K+ Towns ¹	637K+ Villages ¹
28Mn places of interest ^{1,2}	19.75 Mn house or building addresses ¹	550Mn+ geo referenced photos, videos & 360° panoramas ¹	

Leveraging IoT through the acquisition of Gtropy

76% Invested in Gtropy Systems	<i>Offering IoT-based solutions to enterprises & consumers.</i>
0.5Mn IoT devices have been sold/rented ¹	<i>These devices are further enhancing the quality of maps by providing real time traffic updates and other insights..</i>

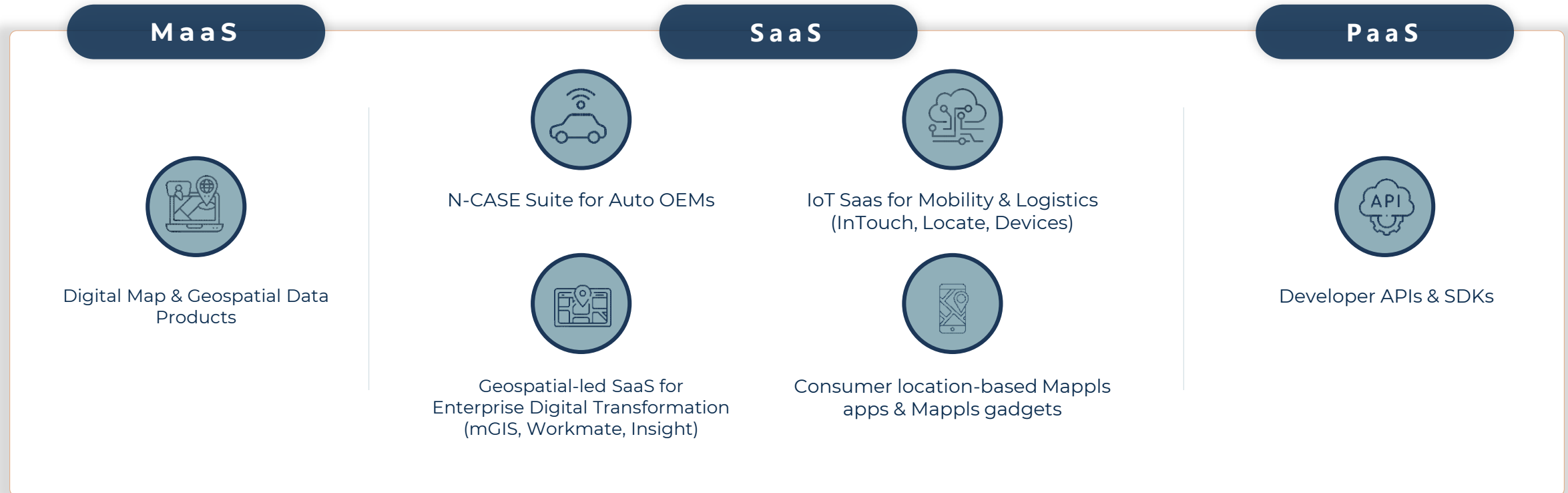
Drones: Currently at a nascent stage

20% Invested in Indrones Solutions	<i>Plan to offer drone-based solutions and broaden our addressable market.</i>
--	--

Note: 1) As of March 31, 2023; 2) Places of interest - Across many categories such as restaurants, retail shops, malls, ATMs, hotels, police stations, petrol pumps, electric vehicle charging stations etc.

Product and Platform Company

As a data and technology products and platforms company, we offer proprietary digital **Maps as a Service (“MaaS”)**, **Software as a Service (“SaaS”)** and **Platform as a Service (“PaaS”)**.



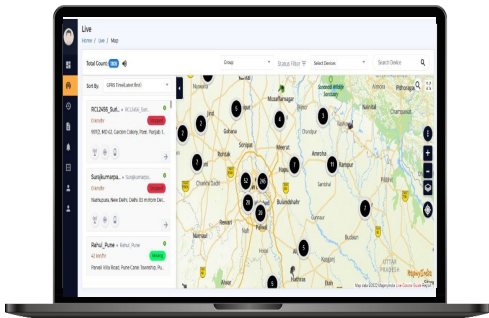
Offering **customized solutions** through our brand, Mappls (earlier called MapmyIndia)

MAPPLS

Deep Tech Offerings

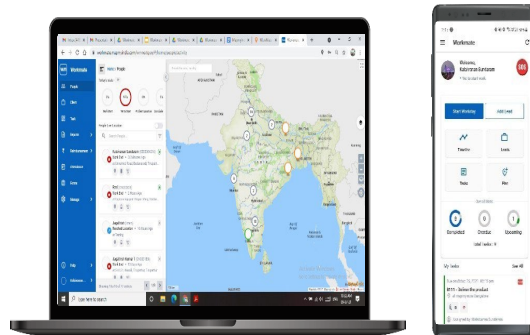
InTouch

IoT Powered software that allows near real-time vehicle and asset tracking and **fleet, transport, and logistics management**



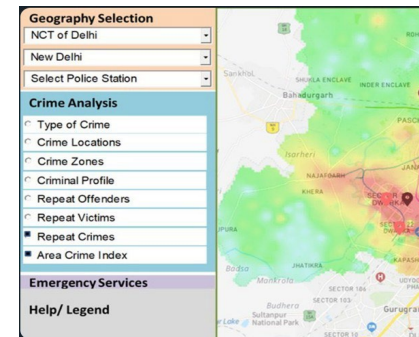
Workmate

Enables workforce and **workflow management**, monitoring, and automation capabilities



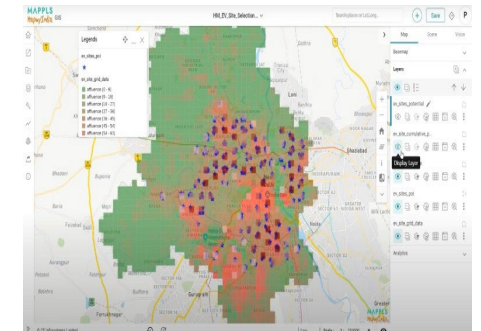
Insight & mGIS

Geo-analytics offerings solutions - Processing geospatial data to help our customers across industries analyse their respective markets and develop predictive real time models



Locate

Advanced fleet management solution designed to enhance fleet's operational efficiency and management - **real-time vehicle monitoring**, historical movement tracking, live map rendering and more



Our Customers & Revenue Model

We are India's leading provider of advanced digital maps, geospatial software & location-based IoT technologies serving **B2B and B2B2C enterprise customers**. We categorize them to two market segments - **Automotive & Mobility Tech (A&M)** and **Consumer Tech and Enterprise Digital Transformation (C&E)**.



Market Segment A&M constitutes Auto OEM and some parts of Mobility, while C&E constitutes Corporates, Government and balance parts of Mobility.

Ever Expanding Use Cases



AUTOMOTIVE

- Embedded Connection Navigation
- EV Range Calculation
- Intelligent Speed Assistance



ECOMMERCE

- Long haul first mile
- Last mile delivery tracking



FOOD DELIVERY

- Address intelligence
- Last mile delivery tracking



TRANSPORTATION & LOGISTICS

- Fleet and asset tracking
- Transportation data
- Truck routing solutions



BFSI

- Geo-verification and on-boarding
- Usage-based auto insurance
- Credit assessment



RETAIL & QSR

- Better site selection
- Location-based digital advertising



TELECOM & UTILITIES

- Field force monitoring
- Optical fiber mapping and distribution analytics



HEALTHCARE & PHARMA

- Distribution and logistics of medical goods
- Mapping of plants



GOVERNMENT

- Geo-tagging of public assets for repair and overhaul



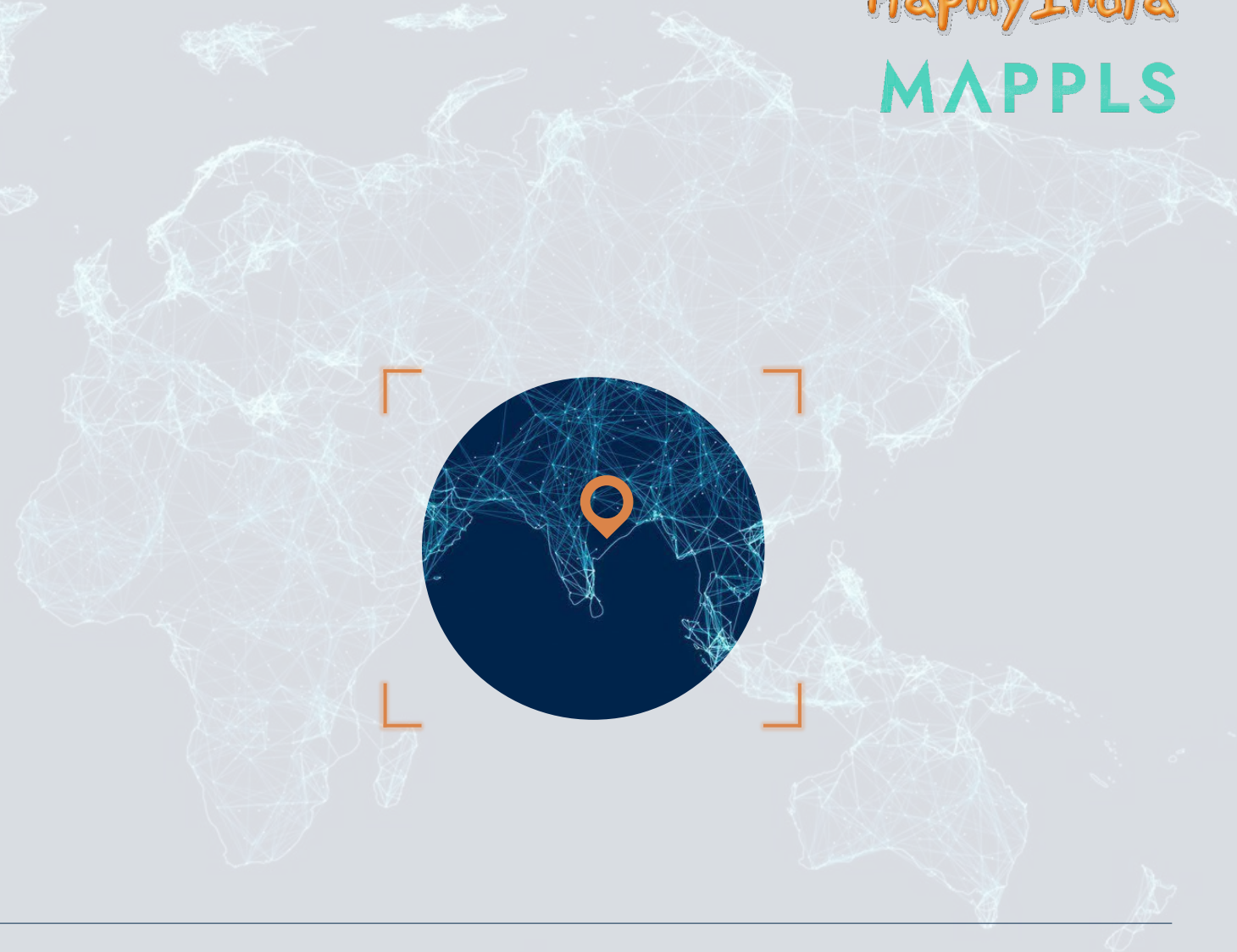
RAILWAYS & WATERWAYS

- Network and route mapping
- Tracking of fleet

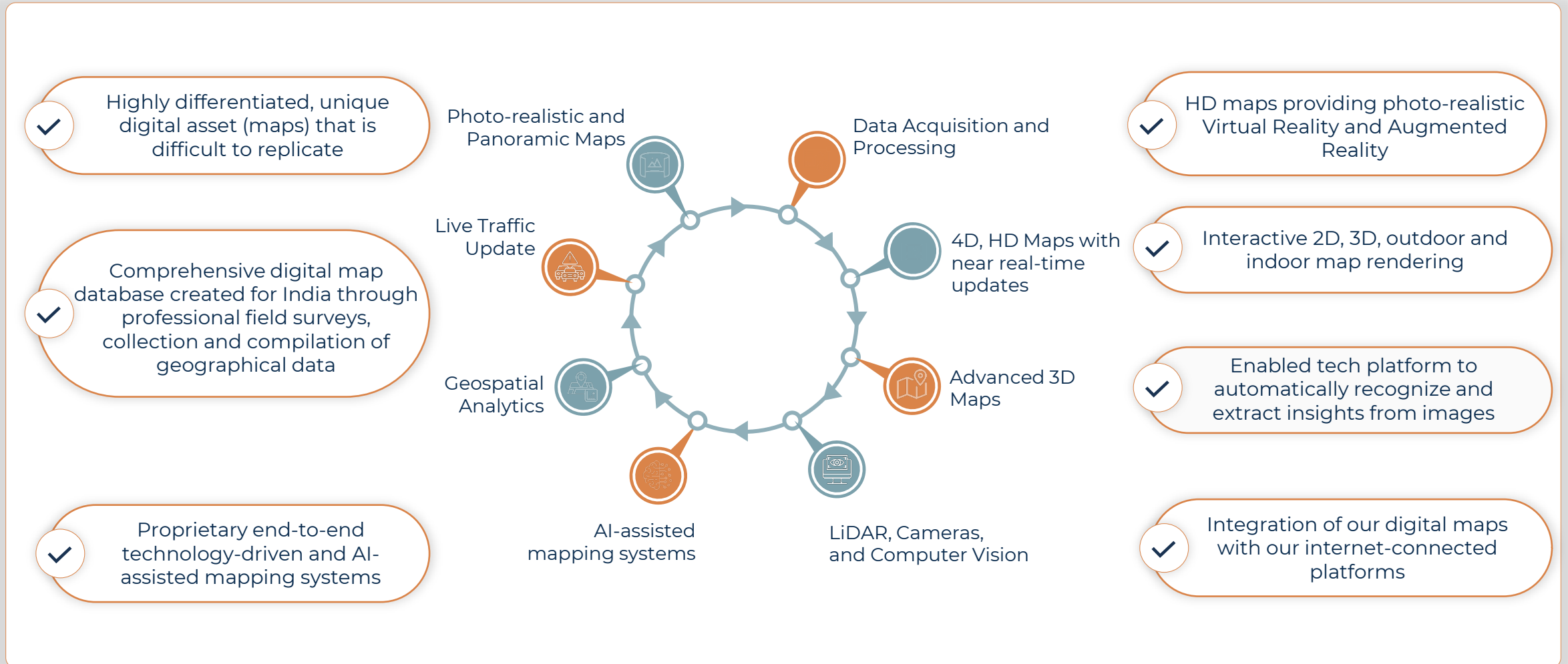
MapmyIndia

MAPPLS

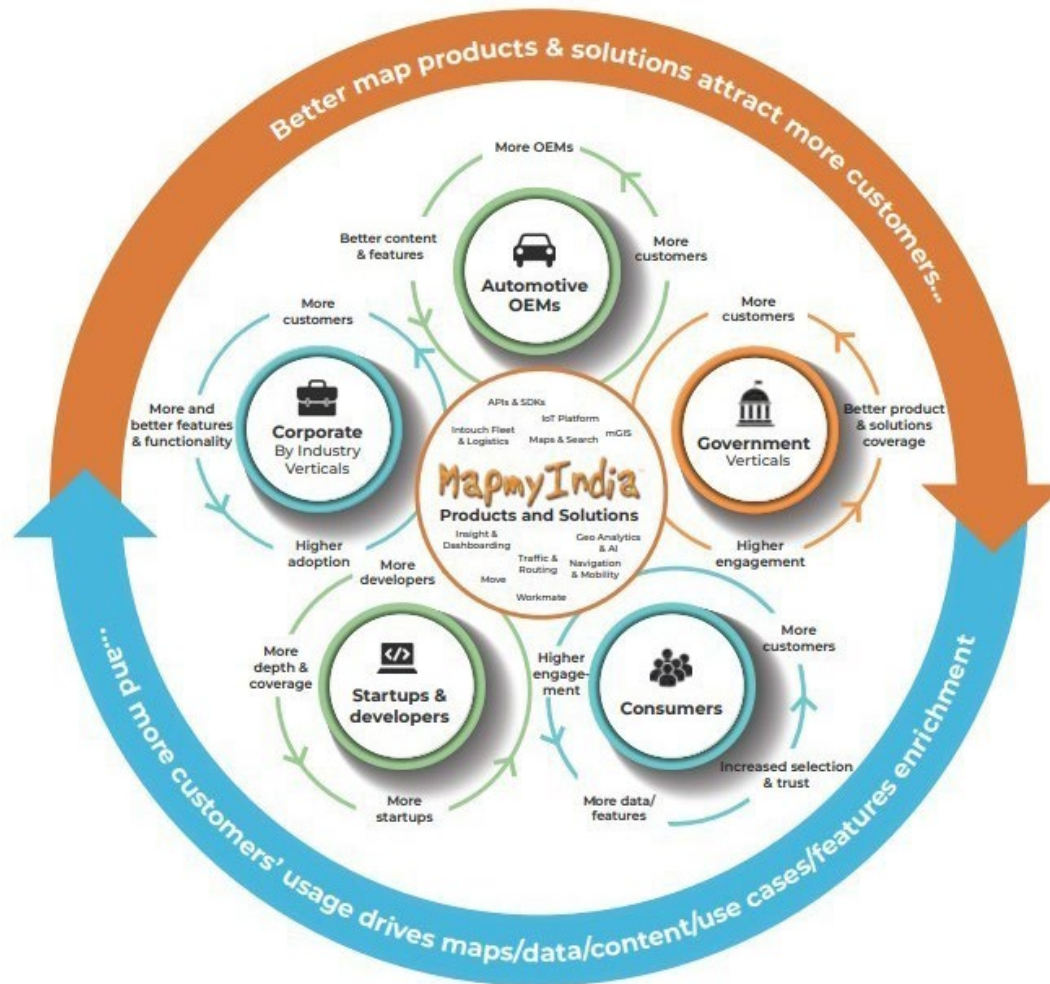
Our Right to Win



Developed High Quality Maps through Proprietary Technology



Network Effect creates Strong Entry Barriers



✓ Increasing usage of products by customers, creates a network (flywheel) effect

✓ Continuously increasing the value proposition of our offerings and help grow our business

State-of-the-art products & platforms built on high quality, updated maps (proprietary technology & network effect)

+

Offer customized business solutions

=

MapmyIndia, a preferred choice for customers

Founding Team

01 LEADERSHIP TEAM



Rakesh Verma
CO-FOUNDER, CMD

50+ years of experience

BE (Hons.), Mechanical Engineering, BITS, Pilani; MBA, Eastern Washington University, USA



Rashmi Verma
CO-FOUNDER, CTO

44+ years of experience

BTech, Chemical Engineering, IIT Roorkee; MSc, Eastern Washington University, USA



Rohan Verma
WHOLE-TIME DIRECTOR, CEO

20+ years of experience

BTech, Electrical Engineering Stanford University, USA; MBA, London Business School

Experienced Professional Management Team

02 MANAGEMENT TEAM



Sapna Ahuja

CHIEF OPERATING OFFICER,
AUTOMOTIVE BUSINESS

**Total experience 21+ years,
20+ years with MapmyIndia**
BSc, Computer Science (DU); MSc,
Applied Operations Research (DU)



Anuj Jain

CHIEF FINANCIAL OFFICER

**Total experience 18+ years,
13+ years with MapmyIndia**
BCom, University of Rajasthan;
Chartered Accountant; Company
Secretary; Cost and Management
Accountant



Nikhil Kumar

PRESIDENT, GEOSPATIAL
BUSINESS

**Total experience 30+ years,
2+ years with MapmyIndia**
MSc, Electronics (Kurukshetra
University); Ex-Here Technologies,
Trimble, ESRI



Ankeet Bhat

CHIEF BUSINESS OFFICER,
ENTERPRISE BUSINESS

**Total experience 13+ years,
all with MapmyIndia**
BTech, Electronics and
instrumentation (Hons), BITS Pilani



Shishir Verma

CHIEF HR & CORPORATE
AFFAIRS OFFICER

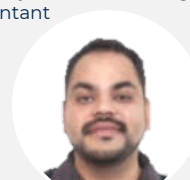
**Total experience 30+ years,
11+ years with MapmyIndia**
BE from Patna University; Master's
degree in Systems Development
from NIIT



Gino Kim

PRESIDENT, APAC BUSINESS, C.E.
INFO SYSTEMS INTERNATIONAL INC

**Total experience 26+ years,
2+ years with MapmyIndia**
BBA from YONSEI University; Master
of Policy Studies from KOREA
University. Ex-Hyundai/Kia



Rishin Kalra

CHIEF PRODUCT OFFICER –
AUTO TECH

**Total experience 18+ years,
13+ years with MapmyIndia**
BE Computer Science from MDU
Rohtak



Harman Singh Arora

CEO, GTROPY (IoT BUSINESS)

**Total experience 17+ years,
2+ years with MapmyIndia**
B.E, Electronics & Comm from MIT,
Manipal & MBA, IIM Lucknow



Abhit Kalsotra

CTO, GTROPY (IoT BUSINESS)

**Total experience 19+ years,
2+ years with MapmyIndia**
B.E. (Hons) Computer Science (BITS
Pilani); Ex-Microsoft, Nokia, LG



Saurabh Somani

COMPANY SECRETARY &
COMPLIANCE OFFICER

**Total experience 12+ years,
3+ years with MapmyIndia**
BCom from Nagpur University; Company
Secretary and Diploma in Corporate Laws
from Indian Law School, Pune.

MapmyIndia

MAPPLS

Market Opportunity



Total Addressable Market

AUTOMOTIVE OEMs

Vehicles manufactured during the year (Mn)	FY23	FY28E
Industry Number of vehicles	21	25
- 2W	16	19
- EV	0.8	2.8
- 4W	4	6
- EV	0.05	0.4
- CV	1	1
Industry Map & Tech Attach Rate	11%	25%
Target Market	2	6

Source: SIAM, Vahan, Company estimates

Rationale

- Currently, industry **attach rate in India is 11%** vs global attach rate of 50-60%
- EV is expected to play a big role in increasing the overall attach rate
- By 2030, **95%** of the vehicles sold across the world will be connected cars, up from 50% today
- Connected Mobility could expand revenue pools for Auto OEMs by about **30%** in addition to traditional car sales
- **Increasing adoption** of globally accepted safety ratings, leading to innovations in soft ADAS & innovative road safety solutions

*As per Frost & Sullivan Industry Report

CORPORATES

Corporates (FY27/28E)	Total Potential Customers	Target Market
Digitally Native	2700	1000
Traditional	2300	

- **Digital companies** (like Big tech, Ecommerce, Fintech, Travel tech)
 - Helping **organize** the unorganized economy & creating **new experiences** like UPI, door step delivery, ride hailing, connected devices etc.
 - Location creates the best bridge between the **physical and the digital**.
- **Traditional companies** (like Banks, NBFCs, QSR, FMCG)
 - Using location technology in their systems & processes to **become more efficient**
 - Also, using **maps in their customer facing apps** both, mobile and web.

Total Addressable Market

GOVERNMENT

Governments (FY27/28E)	Total Potential Customers	Target Market
Local (Urban Local Bodies)	4500	1000
State (Departments)	350	
Central (Departments, PSUs, National Schemes)	150	

Rationale

- New Geospatial Guidelines envisage the Indian geospatial market to reach **Rs 1 Lac Crore** by 2030
- New Geospatial Policy is enhancing contribution value of Geospatial Solutions
- Geo adoption in Non-Traditional Sector
- Authorities are showing interest in **Digital Twin (3D & Metaverse)**
- **DraaS (Drones as a Service)** is gaining momentum across sectors

MOBILITY

Vehicles on Road (FY27/28E)	Total Vehicles (Mn)	Target Market (Mn)
Personal (2W & 4W)	300	8
Goods Mobility	28	12
People Mobility	12	10

Rationale

- **Increase in data and connectivity** helps in increasing penetration of high-end devices and more **analytics**
- **Regulatory push**: increase in regulations and compliance like Mandatory AIS 140, Toll deductions via GPS, video telematics for passenger vehicles etc.
- Increase in data generation on vehicles especially with Electric Vehicles (EVs). Currently, in India, share of EVs in total vehicle sales is around 5% for 2W and <1% for 4W and CV. GoI targets EV sales to be 30% of private cars, 70% for commercial vehicles and 80% for 2W and 3W by 2030.

MapmyIndia

MAPPLS

Strategic Outlook

Our Five-Year Plan

Plan to cross Revenue Milestone of **Rs 1000 Cr** by FY27/FY28, a CAGR of **35-40%**

Industry Potential in FY27/28

Market Segments	Potential Addressable Market	Expected Industry Adoption	Weighted Average Ticket Size*	Industry Revenue Potential (Rs Cr)
Auto OEM	25 Mn Vehicles	6 Mn Vehicles	Rs 800	500
Corporates	5000 Customers	1000 Customers	Rs 1 Cr	1000
Government	5000 Customers	1000 Customers	Rs 1.2 Cr	1200
Mobility	340 Mn Devices	30 Mn Devices	Rs 2000	6000
Total				8700

*Industry estimates as per Company; Weighted average based on category of customers and products. Actual ticket size will vary

MapmyIndia's Targets

MapmyIndia	FY23 Existing Volume	Volume Growth Plan FY27/28 vs FY23
Auto OEM	1.9 Mn Vehicles	3x
Corporates	100+ Customers	5x
Government	30+ Customers	6x
Mobility	0.25 Mn Devices	10x

Future Strategy



Augment products, platforms and technology lead

- Invest to further develop innovation and technological capabilities
- Build a deeper and broader stack of software products



Scale and expand our customer reach

- Expansion of relationships with existing active customers
- Leverage first-mover advantage with the Gol's increasing traction



Drive expansion in B2C and International markets

- Increase presence in B2C segments through Mappls app and gadgets
- Target international markets using integrated maps of 200+ countries



Explore M&A opportunities to grow business

- Intend to continue pursuing selective strategic acquisitions to enter into new business segments and geographies



Attract, develop and retain skilled employees

- Expand R&D efforts by recruiting more technical employees
- Formulated ESOP scheme for employees

Disclaimer

This presentation and the accompanying slides (the "Presentation") have been prepared by C.E. Info Systems Limited ("Company") solely for information purposes and to provide background information about the Company and do not constitute an offer to sell or, recommendation or solicitation or invitation of any offer to subscribe for or purchase any securities and nothing contained herein shall form the basis of any contract or commitment whatsoever. This Presentation is strictly confidential and may not be taken away, copied, published, distributed or transmitted or reproduced or redistributed or passed on directly or indirectly to any other person, whether within or outside your organization or firm, or published in whole or in part, for any purpose by recipients directly or indirectly to any other person.

This Presentation is not intended to be a prospectus, an offer letter, offering circular, offering document, information memorandum, statement in lieu of a prospectus, draft red herring prospectus, red herring prospectus, invitation, advertisement or prospectus as defined under the Companies Act, 2013 as amended, the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended, or any other applicable law in India.

The information contained in this Presentation should be considered in the context of the circumstances prevailing at the time and has not been, and will not be, updated to reflect material developments which may occur after the date of the Presentation. The information set out herein may be subject to updating, completion, revision, verification and amendment without notice and such information may change materially. This presentation is based on the economic, regulatory, market and other conditions as in effect on the date hereof. It should be understood that subsequent developments may affect the information contained in this presentation, which neither the Company nor its affiliates, advisors or representatives are under an obligation to update, revise or affirm.

You acknowledge and agree that the Company and/or its affiliated companies and/or their respective employees and/or agents have no responsibility or liability (express or implied) whatsoever and howsoever arising (including, without limitation for any claim, proceedings, action, suits, losses, expenses, damages or costs) which may be brought against or suffered by any person as a result of acting in reliance upon the whole or any part of the contents of this Presentation and neither the Company, its affiliated companies nor their respective employees or agents accepts any liability for any error, omission or misstatement, negligent or otherwise, in this Presentation and any liability in respect of the Presentation or any inaccuracy therein or omission therefrom which might otherwise arise is hereby expressly disclaimed.

Certain statements contained in this Presentation may be statements relating to the Company's beliefs, plans and expectations about the future and other forward looking statements that are based on management's current expectations or beliefs as well as a number of assumptions about the Company's operations and factors beyond the Company's control or third party sources and involve known and unknown risks and uncertainties that could cause actual results to differ materially from those contemplated by the relevant forward looking statements. Forward looking statements contained in this Presentation regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. There is no obligation to update or revise any forward looking statements, whether as a result of new information, future events or otherwise. You should not place undue reliance on forward looking statements, which speak only as of the date of this Presentation.

Certain data contained in this Presentation was obtained from various external data sources, and neither the Company nor any of its affiliates, advisors or representatives has verified this data with independent sources. Accordingly, the Company and its affiliates, advisors and representatives make no representation as to the fairness, accuracy, correctness or completeness of that data, and this data involves risks and uncertainties and is subject to change based on various factors.

The information contained in this Presentation is not to be taken as any recommendation made by the Company or any other person to enter into any agreement with regard to any investment. You will be solely responsible for your own assessment of the market and the market position of the Company and you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the business of the Company.

For further details please contact:

Saurabh Surendra Somani

Company Secretary & Compliance
Officer, C.E. Info systems Limited

☎ : +91 11 4600 9900

✉ : investor.relations@mapmyindia.com

Diwakar Pingle/Shashank Ganesh

Ernst & Young LLP

☎ : +91 22 6192 0000

✉ : investor.relations@mapmyindia.com

Thank You



Corporate Office

First, Second, & Third Floor,
Plot. No. 237, Okhla Industrial Estate, Phase-
III, New Delhi 110 020, India

www.mapmyindia.com